

The California Managed Risk Medical Insurance Board  
**Examination Bulletin**



# CEA

## CAREER EXECUTIVE ASSIGNMENT

An equal opportunity employer to all regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, age, or sexual orientation.

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It is an objective of the State of California to achieve a drug-free work place. Any applicant for State employment will be expected to behave in accordance with this objective because the use of illegal drugs is inconsistent with the law of the State, the rules governing civil service, and the special trust placed in public servants.

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POSITION TITLE                      Deputy Director for Eligibility, Enrollment, and Marketing – CEA II  
SALARY                                      \$7,302.00 to \$8,051.00

FINAL FILING DATE                      July 30, 2004

DUTIES AND RESPONSIBILITIES                      The Managed Risk Medical Insurance Board (MRMIB) was created in 1990 with the broad mandate to advise the Governor and the Legislature on strategies for reducing the number of uninsured persons in the State. The Board currently administers three programs. These are (1) the Major Risk Medical Insurance Program which provides health insurance to Californians who are unable to obtain coverage in the individual insurance market due to a pre-existing health condition, (2) the Access for Infants and Mothers Program which provides low cost health insurance to moderate income pregnant women and their infants and (3) the Healthy Families Program which provides comprehensive health, dental and vision coverage to uninsured children living in low income households. If voters sustain SB2 legislation signed by Governor Davis but proposed for recall on the November 2004 ballot, MRMIB will also be in charge of implementing the purchasing program established by SB2. This program would provide health coverage to employees whose employer chose to pay the State a fee rather than provide coverage themselves. Additionally, the position will implement and manage systems and procedures needed to effect program policies.

The Deputy Director for Eligibility, Enrollment, and Marketing reports to the Executive Director and is part of MRMIB's executive team. Under general direction, the Deputy Director functions with a high degree of independence and autonomy.

This position supervises staff in the Eligibility, Enrollment and Marketing Division. The position will formulate, analyze, revise, interpret and evaluate program policies for the Eligibility, Enrollment, and Marketing Division in the Board's three programs: The Major Risk Medical Insurance Program (MRMIP), the Access for Infants and Mothers (AIM) Program, and the Healthy Families Program (HFP) and possibly the SB2 purchasing program

In carrying out these duties, the Deputy Director:

- Leads in the development of programmatic contract standards and negotiates contracts with the private organizations responsible for the eligibility determination, enrollment and outreach for program applicants. Negotiates with high level staff from the eligibility, enrollment, and marketing contractors to implement or revise their operations to conform to regulations, policies and procedures for eligibility and enrollment. Implements contract provisions and manages them through subordinate staff. This includes quality assurance for the appropriateness and timeliness of eligibility determination and enrollment; Single Point of Entry (SPE), Annual Reviews; retention, audits of eligibility processes; detection and elimination of applicant fraud in the eligibility process; and oversight of the enrollment practices to prevent over enrollment and program insolvency. Oversees the development and implementation of policy and procedure letters to the contractor.
- Leads and develops processes with all County Medi-Cal offices and County initiatives for streamlining enrollments between programs, which

includes overseeing training and coordination between the counties and contractor, and the assessment of all county letters to determine applicability to any of the Board's programs between these agencies.

- Interprets state and federal program eligibility and enrollment policies; reviews and assesses the structure and management of contractors performing eligibility determination and enrollment functions to ensure that they operate consistently with Board policies, makes final decision on eligibility appeals and program reviews, coordinates programs and activities with other Deputy Directors to ensure procedural and policy consistency among program components.
- Represents the Board and Executive Director in meetings with high level health insurance industry representatives, consumer advocate groups, national organizations, community organizations, individuals needing health insurance coverage, employer organizations, high level Administration and federal officials, members of Legislature, and Legislative staff.
- Oversees the development of program regulations for eligibility and enrollment issues; develops and revises policies, systems and procedures to effectively implement governing state and federal law and regulations.
- Reviews and approves all Healthy Families Program outreach materials and media purchases associated with any outreach campaigns. Directs staff to develop, implement, and manage contracts and campaigns for marketing and outreach programs to publicize MRMIP, AIM, and Healthy Families. Oversees approvals for health plan marketing of information and compliance reviews.
- Coordinates with the Department of Health Services on outreach issues concerning Medi-Cal for children.
- Reviews and approves staff analyses of policy, reviews policy option papers, recommends resolution of major policy issues to the Executive Director and advises him/her on issues needing action. Evaluates findings and recommendations of studies about the effectiveness of the eligibility and enrollment processes of other health insurance programs for applicability to the Board's programs.
- Reviews periodic reports from eligibility/enrollment contractors on eligibility/enrollment trends; identifies problems and recommends changes in contractors operations or in policies, systems, or procedures as needed.
- Reviews proposed federal and state legislation and regulations impacting Board programs in the areas of eligibility and enrollment; advises the Executive Director on the policy and fiscal impact of proposed legislation; provides high level expertise in developing legislative proposals. Oversees the preparation of State Plan Amendments and Waivers to the Federal government.

EXAMINATION  
PROCESS

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A preliminary review of all applications and Statements of Qualifications will occur immediately following the final filing date. Candidates with the most desirable qualifications and background will have their applications submitted to the Executive Director for further consideration. Interviews may be conducted by a Review Committee or the Executive Director. All candidates will be notified of the final results.

The results of this examination will only be used to fill the position identified on this examination announcement.

MINIMUM  
QUALIFICATIONS

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Applicants are required to have permanent California State civil services status and must meet the following qualifications for the CEA category. (Persons who are employed by the Legislature for two or more consecutive years under Government Code Section 18990 or employed by the Executive branch for at least two consecutive years in a non-elected status, are eligible to apply.)

Also, applicants must satisfy the following minimum qualifications:

1. Ability to perform high level administrative and policy influencing functions effectively. Such overall ability requires possession of the following more specific knowledges and abilities:
  - a. Knowledge of the statewide goals of the department and functions of California State government including the organization and practices of the Legislature and the

Executive Branch; principles, practices, and trends of public administration, organization, and management; techniques of organizing, motivating and coordinating a variety of groups; program development and evaluation; methods of administrative problem solving; principles and practices of policy formulation and development; the Department's equal employment opportunity program objectives; personnel management techniques.

- b. Ability to plan, organize, and direct the work of multi-disciplinary professional and administrative staff; analyze administrative policies, organization, procedures, and practices; integrate the activities of a diverse program to attain common goals; gain the confidence and support of top level administrators and advise them on a wide range of administrative matters; make effective presentations regarding complex issues and develop cooperative working relationships with representatives of all levels of government, the public, and the Legislative and Executive Branches; analyze complex problems and recommend effective courses of action; create and develop data reports; communicate effectively, both orally and in writing.
2. Ability to develop, negotiate and implement contracts with state agencies, private sector and county governments. Ability to oversee and manage contractors in conforming to state statute and program regulations.
3. The knowledge's and abilities are expected to be obtained from the following kinds of experience (experience may have been paid or volunteer, in State service, or other government settings or in a private organization):

Broad administrative or program manager experience with substantial Participation in the formulation, operation, and/or evaluation of program policies.

DESIRABLE  
QUALIFICATIONS

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In appraising experience, weight will be given to the following desirable qualifications, as well as possession of the aforementioned minimum qualifications.

- Experience in implementing programs involving other state agencies, county governments and private sector.
- Knowledge of the California health plan/insurance marketplace, including trends, issues and stake holders.
- Experience working with a public board or similar body.
- Demonstrated strength in communicating complex and/or sensitive information in both oral and written formats.

HOW TO APPLY

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Submit a Standard State application (State Form 678), a Statement of Qualifications, and two references. For Statement of Qualifications, applicants are to provide a comprehensive narrative statement of their knowledge, skills, and abilities that are directly related to the Minimum and Desirable Qualifications for this position. Applicants' Statement of Qualifications should be no more than three typed pages in length. **Applicants who fail to submit a Statement of Qualifications will not be considered for this position.** Application and Statement of Qualifications may be filed in person or by mail with the Managed Risk Medical Insurance Board, Personnel Office, Attn: Lisa Kehoe, 1000 G Street, Ste 450, Sacramento, CA 95814. Application Form 678 and Statement of Qualifications must be **Postmarked** no later than the final filing date. Applications postmarked, personally delivered or received via interoffice mail after the final filing date will not be accepted for any reason.

QUESTIONS?

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If you have any questions concerning this examination, please contact Lisa Kehoe, Personnel Officer, at (916) 327-8011.

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**Managed Risk Medical Insurance Board**  
**Personnel Office**  
**1000 G Street, Suite 450**  
**Sacramento, CA 95814**  
**(916) 327-8011**

**California Relay Telephone Service for the deaf or hearing impaired:**  
**TTY 1-800-735-2929**